

Message Text

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SUBJECT: ZAGREB FALL FAIR

REF: A) USIA 6090; B) BELGRADE 929; C) USDOC 3844

1. WE APPRECIATE PROMPT RESPONSE AND FORTHCOMING TONE OF USIA REACTION (REFTEL A) TO COUNTRY TEAM PROPOSAL ON ZAGREB FALL FAIR COMMERCIAL PARTICIPATION (REFTEL B). WE RECOGNIZE THERE ARE BUDGETARY CONSTRAINTS ON USIA BUT NONETHELESS SEE SEVERAL SIGNIFICANT HURDLES TO BE CROSSED WHICH PROBABLY CAN BE DONE ONLY WITH ASSISTANCE OF WASHINGTON AGENCIES. PURPOSE OF THIS MESSAGE, THEREFORE, IS TO FLAG THESE CONCERNS AND TO RECEIVE YOUR CONSIDERED VIEWS BEFORE TAKING CERTAIN ACTIONS.

2. BEFORE MOVING TO SUBSTANCE OF OUR COMMENTS, WE WOULD LIKE TO NOTE WE HAVE DIFFICULTY UNDERSTANDING USE OF USIAC CHANNEL FOR MESSAGES ON SCOPE AND SCALE OF US PARTICIPATION AT FAIR. WE ARE UNDER IMPRESSION THAT UNLESS STATE AND COMMERCE ARE SPECIFICALLY INCLUDED AS ACTION OR INFO ADDRESSEES, THEY DO NOT RECEIVE USIAC MESSAGES. CAN WE ASSUME THAT THE OTHER AGENCIES SAW AND CONCURRED IN REFTEL A? WITH USIA PLAYING PRINCIPAL COORDINATING ROLE IN WASHINGTON, SHOULD OUR MESSAGES
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(CONGEN ZAGREB WILL TAKE THE LEAD IN THE FIELD ON COMMERCIAL ASPECTS OF USG FAIR PARTICIPATION) BE CONFINED TO THE USIAC CHANNEL OR CONTINUE TO BE TRIPLE ADDRESSED?

3. ONE DISAPPOINTMENT IN REFTEL A IS THAT IT OVERLOOKS NECESSITY TO ESTABLISH A FAVORABLE PRECEDENT IN THIS CRUCIAL FIRST YEAR OF TRANSITION FROM THE TRADITIONAL, IMAGE-TYPE SHOW TO

THE FUTURE MODEL WITH ITS HEAVIER EMPHASIS ON COMMERCIAL CONTENT AND PARTICIPATION BY U.S. FIRMS AND THEIR AGENTS. CONSIDERATION MUST BE GIVEN TO EASING THE RECRUITMENT TASK, TO FACILITATING FIRMS' DECISIONS TO SIGN UP WITHIN THE U.S. CLUSTER. THERE NEED NOT BE EXPENSIVE SUBSIDIES TO MAKE THE POINT, BUT THERE HAS TO BE AT LEAST A MODEST INCENTIVE IN THE FORM OF THE U.S. GOVERNMENT PROVIDING A COORDINATED AND PROFESSIONAL PLAN FOR THE DESIGN AND LAYOUT OF THE EXHIBIT AREA AND A MODICUM OF SUPERVISION TO ASSURE THAT THE PLAN IS EXECUTED IN CORRECT AND TIMELY FASHION. IT IS NOT ENOUGH MERELY TO PLACE SOME CHALK MARKS ON THE FLOOR AT THE EMPTY END OF THE PAVILION AND TO OFFER THE DESIGNATED SPACE FOR RESALE. IF THE IDEA OF "ADD-ON" PARTICIPATION BY U.S. FIRMS AND THEIR AGENTS IS TO BE A MAINSTAY OF FUTURE FAIR PARTICIPATIONS, WE SHOULD GIVE THIS YEAR'S EXPERIMENT EVERY POSSIBLE CHANCE TO SUCCEED.

4. OUR APPROACH AS DESCRIBED IN REFTEL B -- AND, OF COURSE, THIS REMAINS TO BE TESTED -- IS TO RECRUIT A RESPECTABLE NUMBER OF FIRMS, HOPEFULLY 12-15, TURN THEM OVER TO A PROFESSIONAL SHOW DESIGNER WHO WILL PUT THEM INTO AN ESTHETICALLY PLEASING AND HARMONIOUSLY MATCHED PRESENTATION WHICH IS OF A STANDARD BEFITTING AN OFFICIAL U.S. GOVERNMENT EXHIBITION, WHICH THOUGH MORE MODEST DOES NO DAMAGE TO THE FAVORABLE IMAGE CREATED BY SEVERAL TENS OF OFFICIAL AMERICAN EXHIBITS IN THE POST WAR YEARS, AND WHICH, ULTIMATELY, WILL SEND THE U.S. FIRMS AWAY HAPPY WITH THE ASSOCIATION. TO TAKE SHORTCUTS OR TO PUT THIS EXPERIMENT ENTIRELY ON A "DO-IT-YOURSELF" BASIS AT THIS CRITICAL JUNCTURE NOT ONLY WILL COMPLICATE THE JOB IN THE FIELD THIS YEAR (SEE BELOW), LIMITED OFFICIAL USE

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BUT ESTABLISHES AN UNCERTAIN MODEL WHICH MIGHT EASILY END UP AS AN UNINSPIRED, UNCOORDINATED AND HAPHAZARD EVENT.

5. A SECOND CONCERN IS MANPOWER AND RESOURCES. IN THE PROPOSED COMMERCIAL PARTICIPATION PACKAGE, WE HAD ANTICIPATED A DIVISION OF LABOR: THE FIELD TO PROVIDE A VIGOROUS, CONCENTRATED RECRUITMENT EFFORT; WASHINGTON PROFESSIONALS TO DEAL WITH SHOW DESIGN AND PRESENTATION. REFTEL A SEEMS TO FORECLOSE ANY

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POSSIBILITY OF PROVIDING OVERALL DESIGN AND EXHIBIT STAGING SERVICES. IF REQUIRED TO DO SO, WE CAN, OF COURSE, MOVE INTO THIS AREA. HOWEVER, WE THINK IT MEANS GETTING INTO UNCHARTED WATERS AS WELL AS SPREADING OURSELVES VERY THIN. SHOULD WASHINGTON BE ABSOLUTELY UNABLE TO PROVIDE SUPPORT IN THIS AREA, WE WOULD TRY TO CONTRACT OUT DESIGN, CONSTRUCTION AND SIMILAR SERVICES. IT MUST BE KEPT IN MIND THAT THE POST HAS NO INDEPENDENT BUDGET FOR SUCH WORK, AND ANY FUNDS EXPENDED WOULD BE SIMPLY THOSE COLLECTED FROM EXHIBITORS ON A SHARED COST BASIS. WHILE USING CONTRACTORS MAY BE THE ONLY SOLUTION, ONE OR MORE INDIVIDUALS FROM THE CONSULATE GENERAL WILL HAVE TO BE DETAILED TO DRAW UP CONTRACTS, TO PROVIDE SUPERVISION, TO MAKE SITE VISITS, ETC., AND THIS FUNCTION ALONE WILL DEMAND ADDITIONAL PERSONNEL RESOURCES.

6. THUS, IN THE ABSENCE OF USIA OR COMMERCE SHOW MANAGEMENT PROFESSIONALS, WE FORESEE HAVING TO TAKE ON (OR CONTRACT FOR) THE FOLLOWING RESPONSIBILITIES IN ADDITION TO RECRUITMENT:

- A) LAYOUT/DESIGN OF COMMERCIAL SECTOR OF PAVILION;
- B) COORDINATION OF ABOVE WITH USIA AND COMMERCE EXHIBIT SEGMENTS;

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C) ESTABLISH STANDARDS FOR INDIVIDUAL BOOTHS AND PROVIDE (OR ASSIST IN) CONSTRUCTION;

D) ESTABLISH BUDGET AND FISCAL SYSTEM; HANDLE COLLECTIONS AND DISBURSEMENTS;

E) NEGOTIATE AND WRITE CONTRACTS WITH INDIVIDUAL PARTICIPATING FIRMS AND CONTRACTORS/VENDORS; AND

F) CARRY OUT SELECTED PROMOTIONAL AND MANNING TASKS IN CONNECTION WITH USDOCUSHUS (REFTEL C INDICATES NO INDUSTRY EXPERT WILL BE ASSIGNED FOR USHUS IN ZAGREB).

7. OUR POLITICAL/ECONOMIC SECTION CONSISTING OF TWO AMERICAN OFFICERS AND TWO FSL'S IS WILLING TO DO ALL IT CAN, BUT IT DOES HAVE OTHER ONGOING AND UNRELATED RESPONSIBILITIES WHICH CANNOT BE ENTIRELY IGNORED. FURTHERMORE, THE HEAD OF THE SECTION WILL BE TRANSFERRED IN JULY. EMBASSY IS ALSO READY TO ASSIST TO EXTENT POSSIBLE, BUT REALITY OF BELGRADE BEING SITUATED 400 KILOMETERS DISTANT FROM ZAGREB FAIRGROUNDS RESTRICTS SUPPORT AS PRACTICAL MATTER TO SUCH NON-SITE RELATED ACTIVITY AS BUDGET AND FISCAL PLANNING AND BACKSTOPPING.

8. PUTTING ALL OF ABOVE CONSIDERATIONS TOGETHER, CONSULATE GENERAL, EMBASSY AND USIS HAVE TAKEN CAREFUL LOOK AT IN-COUNTRY RESOURCES AND CAPABILITIES, AND DEVELOPED FOLLOWING TENTATIVE ALLOCATION OF TASKS TO ORGANIZATIONS/PERSONS:

A) RECRUITMENT OF EXHIBITORS/CONTRACTS -CONGEN WILL HANDLE

B) OVERALL DESIGN/FLOOR LAYOUT - WE RECOMMEND USIA DESIGNER PREPARE IN WASHINGTON AND FORWARD TO POST. NO ADDITIONAL FUNDS NEEDED.

C) BOOTH CONSTRUCTION - NO ASSIGNMENT

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D) BUDGET AND FISCAL - EMBASSY WILL HANDLE

E) SUPERVISION OF CONSTRUCTION/LIAISON WITH CONTRACTORS - WE RECOMMEND USIA SHOW MANAGER OR DEPUTY ACCEPT AS ADDITIONAL RESPONSIBILITY. WITH EMBASSY PICKING UP B&F CHORES, THIS ADDITIONAL TASK COULD PROBABLY BE FITTED IN TO WORK PROGRAM OF SHOW MANAGER UNIT. ALSO GOOD POSSIBILITY THAT SAME CONTRACTORS USED BY USIA COULD BE SELECTED FOR COMMERCIAL EXHIBITS TO FURTHER SIMPLIFY COORDINATION/LIAISON FUNCTION. NO ADDITIONAL FUNDS NEEDED

F) EXHIBITOR LIAISON - NO ASSIGNMENT

G) INDUSTRY EXPERT/USHUS SUPERVISOR - NO ASSIGNMENT

9. FROM THE ABOVE TABLE WE FORESEE A SHORTFALL OF 30-45 MAN DAYS OF SHOW SUPERVISORY PERSONNEL FOR ITEMS (F) AND (G) AND THE POSSIBILITY OF SOME BUDGETARY SUPPORT BEING NEEDED FOR TASKS (A) AND (C). WE HAVE SEVERAL SUGGESTIONS FOR MEETING THESE NEEDS: PERHAPS COMMERCE COULD DETAIL AN OPERATIONAL SPECIALIST FROM OIM (ROGER TURNER, AS THE PERSON RESPONSIBLE FOR YUGOSLAVIA,

COMES TO MIND) FOR A PERIOD OF 28-30 DAYS TO COVER THE PRE-FAIR CONSTRUCTION PERIOD (14 DAYS), THE 10 FAIR DAYS, AND 3-4 DAYS AFTERWARD FOR WRAP-UP ACTIVITY AND REPORT WRITING. ALTERNATIVELY, IF ALL EUROPEAN TRADE CENTERS ARE SIMULTANEOUSLY STAGING USHUS, PERHAPS ONE TECHNICIAN OR SHOW PROMOTION OFFICER COULD BE FREED TO COME TO ZAGREB SINCE THE COMPLETE RANGE OF USUAL SERVICES WILL NOT HAVE TO BE PROVIDED IN THE ABSENCE OF LIVE EXHIBITORS AT THE TRADE CENTERS.

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10. AS FOR FUNDS, WE WOULD TRY TO FOLLOW RECOMMENDATION IN REFTTEL A TO COLLECT FROM EXHIBITORS ON A SHARED COST BASIS. HOWEVER, WE SEE POSSIBILITY IN NEXT FEW WEEKS OF HAVING TO MAKE SOME EXPENDITURES OF A PROMOTIONAL NATURE SUCH AS PRINTING, PHOTOS, ETC. TO ATTRACT POTENTIAL EXHIBITORS. AS COLLECTIONS FROM EXHIBITORS UNLIKELY TO TAKE PLACE UNTIL MUCH LATER, SOME FUNDING MIGHT BE NEEDED TO MEET IMMEDIATE EXPENSE. ALSO, SINCE CONTRACTORS ARE LIKELY TO REQUIRE ADVANCE OR PROGRESS PAYMENTS, CAN COMMERCE MAKE DOLS 2000-3000 IN "SEED MONEY" AVAILABLE?
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